

**Office Address**

Square de Meeûs 18, 1050 Brussels

**Telephone Number**

+3223202524

**Email Address**

brussels@logos-pa.com

**Website Address**

logos-pa.com

**Key Specialisms**

- ⊗ Aerospace & Defence

- ⊗ Association Management

- ⊗ Digital Services & Technology Hardware

- ⊗ Energy

- ⊗ Healthcare

- ⊗ Sustainability & Environment

- ⊗ Transport

**Brussels Office Since**

- 📅 1998

**Number of Public Affairs Consultants**

8 logos employs 35 consultants and senior advisors who collectively speak 11 languages. MCI Benelux employs 95 consultants in Brussels. Globally, MCI Group has 61 offices in 31 countries.

## About logos

**Firm Description**

logos provides tailor-made advocacy and outreach solutions based on a combination of technical expertise, political savvy, and razor-sharp communications. We excel at building relationships and compiling the evidence for innovation-friendly public policy. We have been servicing clients for 20 years.

Clients trust us to steer alliances, activate communities, and engage with policymakers. They rely on our strategic insight and creativity to make themselves heard in Brussels and beyond. While our heart is boutique, our reach is global.

**Ownership Structure**

Established in Belgium, logos is owned by MCI Benelux. In 2012, logos joined MCI Group, an international communications and association management group.

**International Structure**

logos operates from Berlin, Brussels, Geneva, Paris and Washington, D.C. Since 2012, we have integrated MCI Group with its 62 offices in 31 countries.

**Key Strengths**

Our strengths include:

**ADVOCACY & INTELLIGENCE**

- public affairs strategy
- policy monitoring & intelligence
- outreach programme
- comitology & standardisation
- audit & strategic consulting

**ASSOCIATION MANAGEMENT**

- coalition & alliance building
- finance & governance models
- procurement & grant management
- working group coordination
- membership & community management

**COMMUNICATION**

- online & offline strategy
- reputation & crisis management
- campaign design & delivery
- media & public relations

- editorial approach & content strategy

**DIGITAL ENGAGEMENT**

- social media management
  - website design & development
  - digital marketing strategy
  - video production
  - infographics & visual assets
- INDUSTRY & POLICY DIALOGUES**
- speaker & event moderation
  - event branding & audience marketing
  - programme management & reporting
  - offline & online interactions
  - consensus building facilitation

**Key Clients**

4evergreen, 5GAA, ATVEA, CAPIEL, CEMEX, Clean Air Task Force (CATF), Committee of the Regions, Euralarm, European Commission, FIM, HINO, IMEC, Investment Migration Council, IRU, ISMA, Japan, Automobile Manufacturers Association, RECHARGE, SAE International, SGI Europe, ZTE.

**Thought Leadership**

logos consultants publish regular posts on our blog about regulatory challenges and policy trends in Europe. We focus on societal shifts such as digitisation, decarbonisation and the emergence of the sharing economy. We analyse how these ongoing transformations are leading industries to converge and seek partnerships beyond their traditional realm.

logos also organises or facilitates multi-stakeholder debates involving industry, civil society and policymakers.

For the European elections in May 2019, logos compiled an EU Tracker that anticipated the possible consequences of the electoral results in terms of EU leadership and political majority.



earn trust.  
make change.

# a public affairs & communications agency

logos is a global public affairs & engagement agency part of the MCI Group. We provide tailor-made visibility, outreach and advocacy solutions based on a compelling combination of creativity, technical expertise, political savvy, coalition-building, experience and razor-sharp communications.

Since 2012, we have integrated the MCI Group with its 62 offices in 31 countries. We have been serving clients for 20 years. They rely on our strategic insight and creativity to make themselves heard in Brussels and beyond. While our heart is boutique, our reach is global.



## advocacy & intelligence

public affairs strategy, audit & consulting, policy monitoring, standardisation, outreach & influence



## association management

coalition building, governance models, working group coordination, membership growth, monetisation & grants



## digital engagement

online marketing, social media, visual asset development, website design, animation & video production



## communication

public relations, reputation building, online & offline campaign design, editorial content & graphic design



## industry & policy dialogues

speaker & programme management, audience marketing, event facilitation, online interactions, consensus building